



FINANCE

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approved: 2015-04-02

Finance Committee - Meeting Minutes Thursday, March 5, 2015 3:30 pm

Call to Order: 3:30 by Trustee Scott

Pledge of Allegiance

Roll Call: Deputy Chief Jim Gunther, Trustee Sue Senicka, Communications Director Larry McIntyre, IT Manager Glen Liljeberg, Village Manager Steve May, Finance Director Spencer Parker, HR Director Cathy Crane, Chief Tom Mulhearn, Guest/Amy Quattrone, Guest/Sheila Rue, Chief Dave Weiss, Acting PW Director Mike Ramsey, MS Supervisor Melissa Brendle, Mayor Ron Gunter, and Trustee Bob Scott. Arrived after roll call: Trustee Bruce Barker.

Minutes approved 1/5/2015 - 1st Senicka and 2nd Bruce Barker.

Unfinished Business: None

New Business - Hotel/Motel Grant Request process: Director Parker stated that at a previous committee meeting there had been discussion about the hotel/motel tax grant and making the process more structured or just stay with an add needed basis. A draft of a policy was passed out for review with procedures for a request. Today, we do have an entity here with a request. This request will be reviewed today - the new policy is not yet in effect - we can have them come back to the next Village Board meeting with things in place and not have to come back to a committee meeting.

Discussed the requirements: Village Board approval at the 2nd board meeting of a month so that the Finance Committee can review it at the Finance Committee meeting the first of the month. Item to be submitted to Village Staff a minimum of 10 calendar days before the Finance Committee meeting, as the agenda for the committee meeting is posted a week before the meeting. Submission should include: entity name, name of the event, amount of the request, percentage of the cost of the event being requested, How the money will be used, how it will impact - encouraging visitors to the Village, any other benefits to the Village, and a rough budget for the event. The other topic might be to request past financials from the entity to see how the entity spends their budget and the need for funds.

Trustee Senicka asked if about requesting funding information for the event. If we are being asked for 50%, where is the other 50% coming from, are their other sponsors? Do they need 50%? The Mayor stated that we use to ask for the financials/expenses and we would give out 1/2 the money up front and then the balance after the fundraising is done. Trustee Scott responded that it is a grant to those that need it, it would be fiscally irresponsible of us to keep the entities coffers full with taxpayer money. Finance Director Parker asked if we wanted financials for the entity or financials for the event held in prior years if possible? Trustee Scott said that you can't get the information if you are only looking at the event. There are checks and balances for the

organization's funds to show need.

Clerk Szymski and Trustee Senicka discussed sponsoring a Westmont group for an event held elsewhere at one time. It was a hard thing to do, and many have never gotten over it. It was done, hoping to promote Westmont.

Director Parker asked if it we should ask for 2 years of financials? Trustee Scott said that sounded fair. The Mayor commented that there will be some exceptions such as the school district which has a 30 million dollar budget. Director Parker said that it should be part of the process, even if we know that there will be exceptions. Trustee Scott stated that we need to show the public that we just don't hand out money to any group that asks.

Restrictions on the grant will be no more than one grant per event per year, however is the goal for an event to become self sufficient? Do we want to limit the total amount given to an event or the number of years that a grant can be requested? A sliding scale of how much the amount of the grant can be annually? The cap on a grant would be a percentage of the amount of grant money is available in the budget. The committee agreed upon the amount will be 10% of the amount budgeted.

Procedure will state that we consider grants up to 50% of the cost of an event. However, we can either payout in one lump sum as a reimbursement, or we can monitor the costs by approving a grant and then paying out after they have spent money on the event. Example: The grant is awarded for \$2000.00, the first installment of \$1000.00 is given after the requestor has spent \$2000.00 of their own money. The final installment is given after the requestor has spent another \$2000.00. The main point for this to assist an entity that does not have a large budget to move forward spending the money in advance. The Mayor commented that we might consider paying out after the event, what happens if we give a group money for an event that never happens? If we give them money and the event gets cancelled, how do we handle that? The group spent money but it did not pan out to actually have an event. If we reimburse after, at least we know the event actually took place.

Further requirements: 45 days after the event receipts are to be turned in to prove the amount spent. 60 days after the event the entity would be required to attend the Finance Committee meeting or Village Board meeting to give a final report, and entities that do not comply will not be eligible to received funds for X? number of months. The first thought was 24 months, is that too strict or too generous? Trustee Senicka commented that if they don't give a report maybe they should be ineligible to apply in the future at all. We could have a final notice for a report, with the opportunity to present the notice. Instead of waiting 60 days we just put on the request form that a request for further funds will not be considered from any entity that does not submit receipts and reports regarding the funds.

Any other considerations? Communications Director said that we should require that the entity has some sort of publicity in place, with the tagline stating that "a portion of the funds for this event were received from the Hotel/Motel Tax of the Village of Westmont" so that we know they are really promoting Westmont. A promotion plan will be required. Glen thinks we should create this with our logo and provide it to the entity so that they can use this on their publicity items.

A handout was given to the committee members listing the potential acceptable and unacceptable uses for the grant, each request will need to be approved by our attorney, however this would give them initial direction.

New Business - Hotel/Motel Grant Request from CUSD 201: Chief Mulhearn introduced the topic as he was contacted by CUSD 201, who is hosting the first IL Reads event, to be a part of the IL Reads publicity committee. The group would like to create a video showcasing the event and the Village of Westmont. This will

be used to publicize the event to other communities. Larry Forssberg feels that he could use the video to showcase our community to realtor groups or businesses interested in our community. Al K is working up a price for the video and it is hoped to be around \$4,000.00.

Trustee Senicka believes that this is something we should support as a Village not through the grant. We would be benefiting in many ways from this, so it could be a partnership between the Village and CUSD 201.

Amy Quattrone said that she was here to show her support for this event as the Asst Principal at the Junior High and a resident of Westmont. Ms. Quattrone looks at this as a way to give back to the community. Ms. Quattrone introduced Media Specialist Sheila Rue to give the presentation. Ms. Rue said that she was involved with the IL Reading Council and this event is to promote reading books by IL authors to all ages throughout the state and celebrating literacy. This event in the past has been held in Springfield during the annual conference in March, however the conference has been moved to October so a new venue was needed to host this event. Ms. Rue submitted Westmont, and it was chosen. Our event will create the template for other communities in the years ahead.

Westmont will be on the IL Reading Council website forever, as we are going to be the template. This will be a draw for residents from Southern IL, our community is part of the news coverage throughout the state. Ms. Rue said that we are expecting over 1000 people at the event on April 18th. It is a statewide event, there are 25 authors scheduled to participate. Contests and promotions are a part of the event. Mayor Gunter asked if they had raised any funds yet at this time? Ms. Quattrone said that they have just started and have commitments for \$1000.00. Mayor Gunter stated that he agrees with Trustee Senicka that it would be more of a partnership and that Communication Director McIntyre should be involved. Larry said that he could assist with producing the video. Larry feels that we should put videos together for all our events: Red White & BBQ and the Taste of Westmont. We start with this event as it is first, however promo videos for all the events would be a good marketing tool.

Chief Mulhearn said that a lot of groups are on board, we are hoping to have classroom sponsorship. The April Event is hoping to have a mini-taste of Westmont at the school having local vendors selling food at the school. Sponsorships for various aspects of the event have gone out to local businesses and community groups. Director Parker asked if the movie would be a 100% Village expense for promotion of our Village and just let them use the movie? We could then support the event separate from the movie up to \$2500.00. Trustee Senicka replied that the movie should be CUSD 201's movie, not ours. Chief Mulhearn said that the movie is to showcase the community, not just a welcome to Westmont sign and then just the event. Communications Manager McIntyre stated that would depend on the editing. You could edit it for 2 different finished products, one for the event and one for the community. Mayor Gunter asked how much is left of the budgeted amount, Director Parker replied \$15,000.00.

Mayor Gunter said that we have not promoted this grant at all and there are 2 months left in the fiscal year. We should pay for the video and also give the \$2500.00 grant. Trustee Senicka said that this is a partnership type of project. Chief Mulhearn asked how this would work in making payment. Mayor Gunter asked Amy Quattrone/Sheila Rue how the sponsorship was working, who did sponsors pay? The answer was that IL Reads does not give any funds, the school had to raise all the funds. All checks would be made out to CUSD 201. CUSD 201 has to raise all the funds. The question was asked that if the money was not raised would this event be cancelled. The response was no, we were raising the funds. It would happen, just on a lesser scale.

Meeting Adjourned: 1st Barker, 2nd Senicka 4:08pm

